GOVERNMENT OF INDIA
PLANNING
LOK SABHA

UNSTARRED QUESTION NO:1110
ANSWERED ON:29.04.2016
Advertisements of Welfare Scheme
Patle Smt. Kamla Devi

Will the Minister of PLANNING be pleased to state:

(a) whether the Government has noticed that people are not able to get the desired benefits of various Government schemes for want of widespread publicity/advertising of most of the public welfare schemes of the Government;

(b) if so, the details thereof and the reasons therefor;

(c) the details of funds spent for the publicity/advertising of these schemes during each of the last three years and the current year; and

(d) the details of monitoring mechanism for proper utilisation of funds in this regard?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) FOR MINISTRY OF PLANNING
AND MINISTER OF STATE FOR DEFENCE
RAO INDERJIT SINGH

(a) to (c) : Government Schemes are being publicised through various media vehicles like print & electronic so that the information reaches out to the intended beneficiaries and they become aware of schemes and participate in the implementation of the schemes.

The details of the total expenditure incurred by DAVP on behalf of the client Ministries through various media vehicles during the last three years is at Annex − I.

(d) DAVP releases payment to media organizations for advertisements only after conforming their publication / telecast / broadcast as per norms. DAVP expenditure is audited by CAG of India.